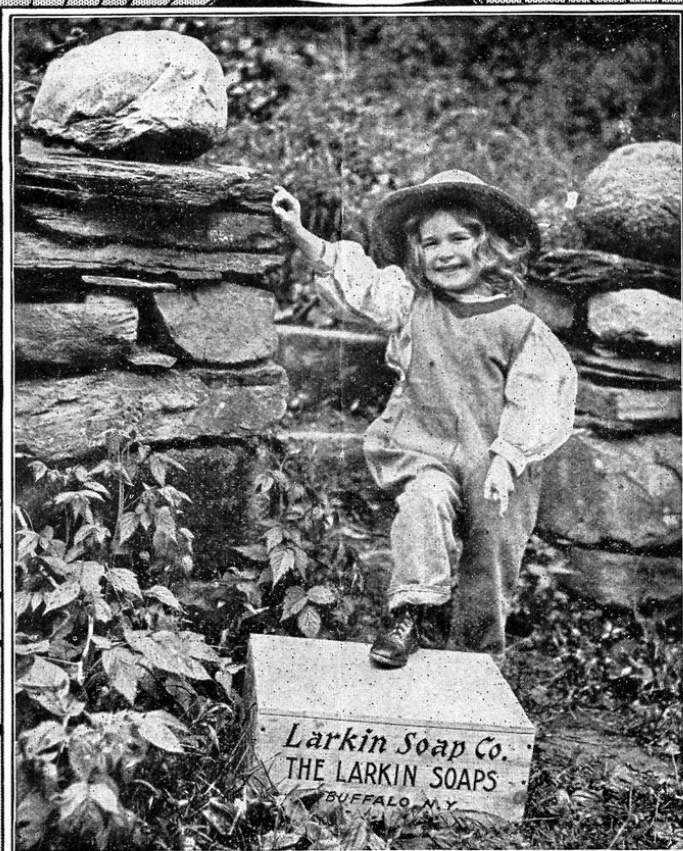


OCTOBER NUMBER  
1903

# THE LARKIN IDEA

90 CENTS A YEAR



"TWELVE EMPTY LARKIN SOAP BOXES  
ARE GOOD FOR  
A LARKIN EXPRESS WAGON."

# TWO ART NOVELTIES

Appropriate Christmas Gifts



## LAYS-OF-OLD CALENDAR

— AND —

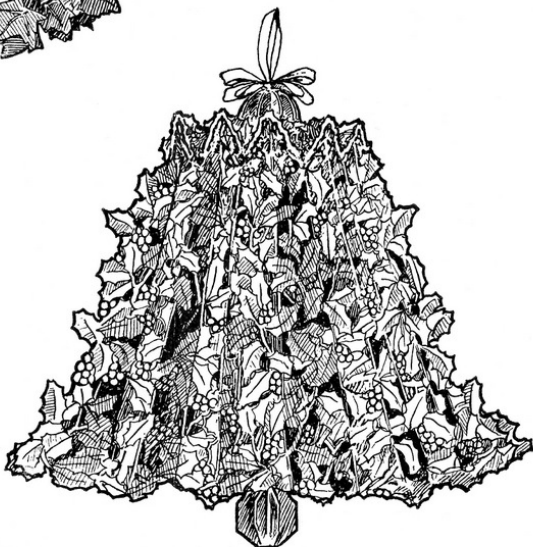
## CHRISTMAS HOLLY BELL

BOTH FREE FOR ONE  
CERTIFICATE.

Ready for delivery  
from November 1 to December 15.

**L**AYS-OF-OLD Calendar for 1904. Printed in 18 colors. Novelty drop; artistic and pleasing center-panel illustration, Fair Maid and Youthful Adorer. Beautiful Maple-leaf decorations. Size,  $12\frac{1}{2} \times 17$  inches, shaped like cut.

**C**HRISTMAS HOLLY BELL is a new and striking holiday decoration. Printed in 12 colors. Die-cut Holly leaves and berries in natural colors; tied with bright red ribbon. Height,  $12\frac{3}{4}$  inches; diameter, 10 inches.

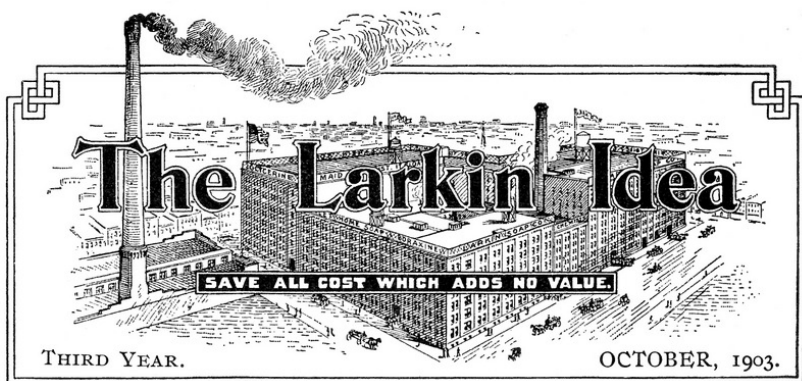


Larkin Street,

**Larkin Soap Co.**

Buffalo, N. Y.

ESTABLISHED, 1875.



### A LARKIN SPELLING LESSON.

BY DAISY H. MEADE.

Ten little letters standing in a row,  
Spell them over and you'll see "Larkin Soap," you know.

Nine little letters, should they never roam,  
Standing in their places will spell "Sweet Home."

Eight little letters, quiet and serene,  
In a proper attitude, stand for "Boraxine."

Seven little letters when called to make a word,  
"Oatmeal," "Castile," "Sulphur," all scramble to be heard.

Six little letters are enough you'll find  
Plainly to spell "Talcum." There's none like Larkin's, mind.

Five little letters, standing side by side ;  
It makes them proud and happy to spell out "Bride."

Four little letters, as everybody knows,  
Mentioned rightly in their turn will soon make "Rose."

Three little letters no matter where they are,  
If in their proper places, will stand for "Tar."

Two little letters, you hear them every day ;  
With Larkin Soaps they're mentioned. They are "O. K."

One little letter standing 'most alone  
Rates the Larkin Co. truly. It is "A I."

### A MOST SILLY FIGHT.

Country merchants in different parts of the country are moving upon their several congressmen to secure legislation hostile to the parcel post system. They urge that the mail-order business is interfering most seriously with their trade. These merchants have gone further and compelled their local papers to refuse to accept the

advertising of outside concerns upon the same grounds.

Nothing could be more foolish than such proceedings. It is not possible for any one class to put up barriers that will be successful against the march of trade. Competition is the life of all successful business. The country merchant languishes because he does not keep pace with the times. He is too prone

to consider every competitor in trade as a hated rival. The city dealer prizes highly association with his competitor in trade and loses no occasion for learning from him concerning improved methods in it. Here in New York is presented the spectacle of men in the same lines of business getting together as far as may be upon the same streets, these appreciating at its full value the benefit of consociation. The country merchant should know that he can use the parcel post as well as his detested city competitor, and in this way extend his trade beyond the walls of his own place of business. He should know that if the city fellow can buy cheaper than he, he has as an offset greater expenses in rents, insurance, taxes, etc. Success in business demands intense activity. It calls for co-operation. No man can build up himself by exhausting his energies in effort to pull down others. The world may be the market of any dealer, whether he be located in one place or in another. Whines against the inevitable, affect nothing but the tempers of those who indulge in them.—*National Advertiser*.

"THE SECRET OF OLD AGE"—  
DON'T BATHE.

"The Saxon Government has undertaken an inquiry to solve the secret of old age, and in this pursuit has studied the life histories of seventy-three persons over ninety years old, living in the city of Dresden. The fruits of this investigation have been published and some of them are so appalling that only a strong journalistic instinct compels us to record them. The majority of the aged are of medium height. None of them are bald. A majority are deaf. All of them sleep eight or nine hours daily. Out of seventy, only five are of serious disposition. These facts are not extraordinary. Lots of hair, good sleep and a cheerful spirit are recognized as friends of

health and wisdom. But what can we say of the other disclosures? It is a lamentable fact that nearly all these ancient souls abhor cleanliness. They wash their hands, but they are opposed to baths. Pure air has always been supposed to be an ally of good health and prolonged life. But these old rascals will have none of it. Their rooms are seldom aired. They sleep in closed bedrooms. Most melancholy fact of all, they are not total abstainers. One wicked old woman confessed that she couldn't live 'unless she got drunk three times a week.' The oldest man in Dresden, a man of one hundred years, likes a 'little drink' on his birthdays. On the whole, though, the evidence in favor of alcohol as a preservative of life is not so strong as the evidence in favor of impure air and uncleanness. That seems to be indisputable. The old fellows united in scorning ventilation and baths. Have the hygienic sharps been on the wrong track all these years? Has the race been really shortening the duration of life by sleeping in well-aired rooms and subjecting itself to the painful inconvenience of the bath? This is a matter that invites serious consideration."—*Collier's Weekly*.

Bah! All these unwashed old codgers prove nothing! Who knows how much older they would be if they had bathed?—ED.

FLOATING SPIRAL.

If you can get an old watch spring or a small spiral of thin iron or steel wire of any sort, it will afford much amusement by following these directions. If you cannot get a spiral ready made, find a thin piece of wire and bend it into shape yourself. A spiral of fine wire will float if it is well oiled and laid gently on the surface of water. Then if a drop of strong soap-suds is applied to the center the spiral will make several turns; that is, in the direction in which a clock-spring turns



when it is being wound up. When the motion has ceased, the application of another drop of soap-suds will renew it, and the process may be repeated.

#### OUR LATEST PREMIUM LIST.

The 42nd edition of our Premium List was put in circulation September 4th. It contains an attractive list of Premiums,—something to please all ages; something for the thrifty housewife, the small girl or boy, the sportsman, and the student.

Throughout the List many changes—mostly reductions—in the terms upon which Premiums are offered have been made. For instance, many Premiums heretofore offered free for six Certificates; or with \$10.00 worth of the Larkin Soaps, for \$10.00, are now free for five Certificates; or with \$10.00 worth of the Larkin Soaps for \$10.00. Our customers will be given the benefit of these reductions from date of issue of 42nd edition, whether they are cognizant of them when sending the order, or not.

In the few offers where we have increased the number of Certificates required, or the price with Soap, this has been made necessary by the in-

crease in cost of manufacture or advance in price of material now so general in this era of prosperity.

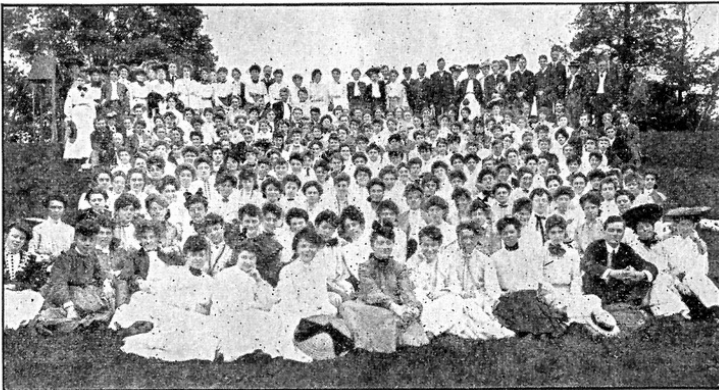
These advances in price do not become effective until November 1st, allowing plenty of time for our customers to learn of them.

On page 3 we have printed a table that tells at a glance how much Soap must be purchased to obtain absolutely free any Premium desired. It will be found of great assistance in making up an order.

#### THE LARKIN PICNIC.

On Saturday, September 5, the Larkin Soap Co. gave its office employees a picnic and Field Day at Cascade Park. The picture below shows 230 young women and 26 men. From a corps of 450 clerks, 316 attended the picnic in a special train of seven cars. All had a most enjoyable time and thoroughly appreciated the Company's liberality in giving them the pleasant outing.

Mrs. Lizzie J. Rhinehart writes: "I enjoy reading THE LARKIN IDEA so well I can hardly wait until it comes."



TWO HUNDRED AND FIFTY-SIX LARKIN OFFICE EMPLOYEES LOOKING PLEASANT AT THE CAMERA.



I HAVE derived a great deal of pleasure from letters written me by several boys who were in the Prize Contest. It was not the number of orders that each said he had sent that gratified me most, but the spirit in which the labor of getting them was performed.

These boys say they have enjoyed the task of getting orders; that the summer has passed quickly and pleasantly; that the Prize Contest has given them something to think and talk about; that during the past six months they have had a definite object in view; that no summer moment has dragged aimlessly along.

One of my reasons for starting the Prize Contest was to accomplish this very thing—to prove to the boys that if one has before him a definite purpose, something to *aim* at, he is surely going to hit something. When a boy becomes interested he is going to get busy, and a busy boy is usually a happy and contented one. Time isn't a burden on his hands when profitable occupation engages him.

I believe the lesson that many boys have learned this summer will not be forgotten. If it endures, the Prize Contest has not been fruitless. Most of the boys have not only been happier but their homes have been enriched by Larkin Premiums which reward them with a world of comfort and satisfaction.

At this time it is impossible to tell to whom the prizes belong. I wish there were enough of them for all the boys. In THE LARKIN IDEA for November the names and portraits of the prize-winners will be printed. Be patient, boys, and you'll soon know who the lucky fellows are.

Last of all, don't forget to mail me a list of all the orders you have sent, with your name, age, and the name of the parent who signed your orders.

I am unfortunate in having overlooked both Hewitt Adams and Leonard H. Wood, in the Prize Contest, and whose portraits should have been printed some time ago.



HEWITT ADAMS.

Leonard is deaf and dumb. Last summer he earned sufficient money selling the Larkin Soaps to attend school in Hartford, Conn. He is trying hard to win a prize, and is taking cash instead of a Premium that he may go to school again this year.



LEONARD H. WOOD.

The editor thought it might not be amiss for me to remind the boys, as Maid o' the Mist has the girls, that Christmas is fast approaching. Time, you know, is swift-footed, and a lot of it gets away before we are aware of it. So I suggest that you begin to think about what Christmas present you are going to give father or mother, brother or sister.

In August I told you that any five 1-Certificate Premiums selected from our Premium List are free with a \$10.00 order. You can make pleasing and useful gifts that won't cost you anything but a little effort. Just try it, boys, and see how comfortable it feels to be generous in giving at Christmas time.

Mrs. Mary A. Cook writes: "Enclosed please find another order for your good Soaps. I send a photograph of my little son, J. Williamson Cook, who has done much in soliciting and delivering for me. He is now at work on an order for himself, which will follow this one. He enjoys THE LARKIN IDEA very much and would like to have his portrait appear in it. I will take the Oak Costumer as my Certificate Premium, as my son says he wants a Larkin Premium that is all his own."



Mrs. Lovina Smith writes: "My little boy, Irl Eugene Smith, aged six years, is sending the enclosed order for the Combined Book-case and Writing-desk. He

was only a short time in soliciting the order, and enjoyed doing it very much. Each time he came home he would say, 'Mamma, I got lots of orders.'

"He did so well, for so young a boy, I thought his picture deserved a place in the Symposium."

J. LeRoy Fuhman writes: "I send you an order for \$10.00 worth of Soaps and the Lawn Swing. In reading the Symposium in THE LARKIN IDEA for June, I was pleased with the idea of earning a Swing and \$1.50 cash; so decided I would try it. I was surprised that it was done so easily. I hope other boys will try to earn a Larkin Premium, which is great pay for the time taken to earn it."



Mrs. Alice M. Talcott writes: "I enclose a photograph of my son Roy, who is nearly twelve years old, and who is of great assistance to me in performing the work connected with my Club-of-Ten. He has been so faithful and capable in his duties it would encourage him if his portrait were printed with the other boys in the Symposium. We greatly enjoy reading THE LARKIN IDEA."



Mrs. Nora C. Covell writes: "I wish to thank you heartily for THE LARKIN IDEA which I receive each month. The poems are novel and original. I enjoy them and every part of the book."

The Larkin Club-of-Ten Organizers' Contest on page 12 will interest you.

Each utilization of a waste is an advance in civilization.

### A NEW WAY TO EARN CERTIFICATE PREMIUMS.

ANY ONE-CERTIFICATE PREMIUM GIVEN  
FREE FOR TWELVE SOAP BOXES.

We offer to customers in the United States east of the Mississippi River, north of the Ohio River and Virginia, (except State of Maine east of Portland,) a

#### One-Certificate Premium

for twelve undamaged wooden Larkin Soap boxes including covers.

When you have accumulated twelve boxes IN GOOD ORDER, with their covers so carefully removed that they have not been damaged, carefully tack (with nails not larger than 3d) each cover on its box, deliver them to Railroad Company for shipment by freight to

**Larkin Soap Co.**

BUFFALO, N. Y.

Remove or cross off the address on our shipping tag. Tack on each box a tag on which our address is boldly written, and write (small) in lower left-corner of tag,

"FROM (your name and address)."

Do not return boxes that appear already to have done ample service—which have obviously been refilled once.

Promptly mail to us at Buffalo the Bill of Lading. As soon as the boxes arrive they will be inspected, and if in good order the Premium you select, or a Certificate entitling you to it, will be sent you.

If you are in doubt whether your boxes are in condition to pass inspection and entitle you to the Premium, ship a generous dozen, say not less than fifteen, adding the extra ones to make good deficiency in quality.

**Larkin Soap Co. BUFFALO, N. Y.**



*Reprints allowed only by special permission of Editor L. I.*

THIS is a trying month for the plants in the windows. They should have all the fresh air it is possible to give them. Open the windows wide on every pleasant day. Give them all the sunshine possible. But water them with caution. Few of them will be making active growth at this season, and a plant nearly dormant requires but little water. By and by, when new feeding roots have been developed, they will need several times as much as at present. More than they can make use of at this time will injure them so severely that they may not recover from the set-back until too late in the season to accomplish the work you expect from them. Therefore, be careful to give water only when the surface of the soil looks dry. This good old rule applies to any and all seasons.

Keep all dead leaves picked off your plants. Go over them daily and remove all that are turning yellow. This not only gives the plants a tidy appearance, but is conducive to their health, as diseases often result from dead and decaying foliage.

On no account apply fertilizer, under the mistaken belief that what your plants need is something to force growth. Bear in mind the fact that plants at this season are adjusting themselves to a new order of things and not much in the way of growth can be expected from them until they have become fully established in new pots and have acclimated themselves, so to speak,—in other words, have adapted themselves to the conditions which

prevail indoors. Fertilizers are harmful to plants which are not in a growing condition because they supply rich, strong food which the plants are not able to digest. Over-feeding, at such times, brings on a vegetable dyspepsia. When growth sets in, then, and not until then, apply your fertilizer. Begin by using it in small doses, or a weak solution, increasing as growth increases. Never aim to produce a rank, rapid growth. Aim to have it healthy instead. Healthy development does not mean rapid development by any means. A forced growth means a fatal weakness, from which there is sure to be a vacation by and by.

Insects must be kept in check, if you want good plants. At this season of the year they increase with wonderful rapidity, if not interfered with, and because our plants have not fully recovered from the change from out to indoors, they are sure to be greatly injured by such enemies as the aphid, or green plant-louse, red spider and mealy bug. Warfare against them must be waged promptly and aggressively and kept up until they are under control. The best Insecticide to make use of is the Sulpho-Tobacco Soap prepared by the Larkin Soap Co. It has the three-fold merit of being effective, perfectly safe to use on all plants, and cheap. Prepare it according to the directions accompanying it. You will be delighted with the results if you are thorough in your use of it. If your plants are infested with insects it may be advisable to begin the use of this Insecticide as a bath. Put it in a tub and dip your plants in it. Be sure that all parts of them are submerged.

Leave them in it for two or three minutes and then remove them. Lay them down on the floor and spray them well with clear water using the spray with considerable force, as some insects may still cling to the leaves. Being stupefied by the tobacco contained in the preparation they are easily dislodged by spraying. If not disposed of they may recover from the effects of the bath, and it will be but a short time until your plants are infested by their progeny, as they breed with wonderful rapidity. The dip-bath is a sort of "heroic treatment" which is advisable at the beginning of one's warfare against insect enemies, being much more thorough in effect than sprinkling or showering. The latter can be depended on to keep plants in good condition after the main host of the enemy has met summary defeat by dipping. If showering is depended on we often fail to get at the lurking places of the pests and consequently we fail to do that promptly effective work which is necessary in a warfare of this kind. It pays to be thorough.

#### THE MAIDEN'S TEST.

BY IRMA B. MATTHEWS.

In a garden of great beauty  
 Stood a maiden fair,  
 And the perfume of the flowers  
 Lingered on the air.  
 Handsome, strong, her youthful lover  
 Stood close by her side,  
 And with eager voice entreated  
 Her to be his bride.

"In the days now long departed"—  
 Thus the maiden said—

"When a youth a maiden courted,  
 Before she would wed,  
 Something great he must perform to  
 His devotion prove.

Are you willing I should set you  
 Thus a task of love?"

"Speak!" he cries, "and I will conquer  
 Worlds for your dear sake.  
 Nothing can you ask so mighty

I'll not undertake."

Then the maiden softly led him  
 Where a rose close by—

Sweetest one in all the garden—  
 Seemed to droop and die.

"Here's the task that I would give you;  
 But restore for me

This, the flower I love the dearest,  
 And I'll wed with thee."

"Oh," he cried in exultation,

"'Tis an easy one! I hope!

All I need with which to do it  
 Is SULPHO-TOBACCO SOAP."

The rose now blooms in the garden,  
 The maid has wedded the youth.

My story may seem like a fairy tale,

But the moral is this plain truth:

If you have a rose that is drooping

You will take my advice, I hope,

And purchase at once from Larkin  
 SULPHO-TOBACCO SOAP.

Even Soap-suds is Useful.—Save soap-suds if you have a garden, for it forms a very useful fertilizer for flowers as well as shrubs and vegetables. It is well to have a sunken tub in every garden, where the soapy water can stand till required for watering.

#### STILL ANOTHER BUILDING.

**Larkin Soap Co. Will Add Another Structure to Its Great Plant.**

The Larkin Soap Co. is to build still another addition to its plant on Larkin Street, plans for a one-story brick fireproof building having already been filed in the Bureau of Building. The structure will be used as a freight and train shed. Its cost will be \$35,000 and its dimensions, 71 by 100 feet.—*Buffalo Times*.

"Every man is a consumer, and ought to be a producer. He fails to make his place good in the world unless he not only pays his debt, but also adds something to the common wealth."—*Emerson*.

## The Larkin Idea.

### PUBLISHERS' ANNOUNCEMENT.

The subscription price of THE LARKIN IDEA is 50 cents per annum.

It is published on the first day of each month, and will be mailed to any address in the United States or Canada for one year upon receipt of the subscription price.

Back numbers cannot be furnished.

THE LARKIN IDEA will be mailed free for one year to every sender of three Orders for the Larkin Soaps within twelve months. To one who continues to send Orders, the paper will be mailed regularly until twelve months after the date of receipt of the last of three orders received within a year.

Short contributions are requested from any patron who has something to say that will interest others.

### *Larkin Soap Co.* Publishers.

FACTORY-TO-FAMILY

SOAPMAKERS, PERFUMERS, CHEMISTS, REFINERS.

Factories and General Offices: BUFFALO, N. Y.

Established, 1875.

Branch for West-of-the-Mississippi patrons:  
PEORIA, ILL.

#### LOCAL BRANCHES:

19 Elliot St.,	-	-	-	BOSTON.
211-217 N. Broad St.,				PHILADELPHIA.
49 Barclay St. and	}			NEW YORK CITY.
52, 54 Park Place,				

### FROM FACTORY TO FAMILY.

Manufacturers create value; middlemen add cost. Most manufactured goods are sold to the consumer at from two to four times the cost of production. This is because the goods pass through many hands; from the factory to the sales agent, from the sales agent to the wholesaler, from the wholesaler to the retailer, from the retailer to the consumer. Each "middleman" adds his expenses, his losses, his profits, etc.; all this is piled up in the retail price, and must be paid by you!

The Larkin Idea: Save all cost which adds no value.

The announcement on last cover page that cash orders for the Combined Book-case and Writing-desk will be filled promptly should be welcome news to Larkin customers. This Pre-

mium is an extremely popular one, rich in design, finish, and material. It will please everybody who admires beautiful furniture.

The first one of Mr. Eben E. Rexford's series of Floral Talks is printed on page 6. People who grow plants and flowers are furnished an opportunity to gather valuable information from the papers Mr. Rexford prepares for THE LARKIN IDEA.

We refer those who desire attractive decorative novelties to the second cover page advertisement of the Lays-of-Old Calendar and the Holly Bell. Both are conceptions of an artist, are tasteful in form and rich in coloring. They make pleasing Christmas gifts.

Five car-loads of bottles are required each month for our Modjeska Perfumes and Toilet Preparations. When one considers the great number of these small bottles that can be packed into a large freight car, this proof of the great popularity of Modjeska Toilet Preparations admits of no uncertainty. We also use almost a car-load of decorated tin boxes monthly for Modjeska Talcum Powder.

Mrs. F. E. Bossard, of Toledo, exemplifies in pronounced manner, the profit there is in organizing Larkin Clubs-of-Ten. At the present time she has seven Clubs in operation. The value of seventy Certificates is indeed a reward worth anybody's having. A look at Mrs. Bossard's picture on page 12 convinces one that she is capable of doing successfully whatever she undertakes.

Enclosed with each copy of THE LARKIN IDEA for October, mailed to the 20,000 New York State subscribers, is some literature presenting able



arguments in favor of enlarging the Erie Canal to float 1000-ton barges. We earnestly hope the literature will be thoughtfully read by all who receive it.

An enlarged water-way between the great lakes and the seaboard is of such vital importance to the welfare of this great State, that a vote for it should be given by every loyal citizen on November 3.

A larger canal would make it possible for us to transport to and from Buffalo immense quantities of freight that now go by rail. We have received as many as forty full carloads of freight in one day, besides scores of smaller shipments. The tonnage of our in-bound and out-bound freight in a day sometimes reaches nearly a thousand tons. This great saving in cost of transportation would benefit every Larkin patron in the State. The more we can save in conducting our large business, the greater value we are able to offer each customer.

Vote FOR canal enlargement.

In THE LARKIN IDEA for September the prediction was made that the remaining four months of the year would be the greatest in volume of business that we ever had. The prediction is being verified.

Our Traffic Manager says every indication shows that the railroads will be less prepared this autumn and winter for prompt deliveries of shipments than they were last year. Orders should be sent as early as possible and allowance made for railroad delays. This especially applies to holiday orders. Larkin customers may depend on our Traffic Department's doing all in its power to facilitate prompt deliveries.

On September 15th the railroads delivered to us 37 cars of freight, consisting of 9 cars of McKinley Rockers, 17 cars of tallow, and 11 cars loaded

with various commodities. This one day's delivery would make a train and a half of cars. These large in-bound shipments are frequent, and for the better handling of the large quantities of freight daily received we are erecting a fire-proof Warehouse and Train-shed 71 x 100 feet. The building will be of exceptionally strong steel construction and will contain features that make it different from train-sheds of the ordinary kind. Underneath the entire structure will be a basement or cellar. This cellar will contain heavy steel pressure tanks to receive liquid oils and lye solution, which will be shipped to us in special tank-cars used for this trade exclusively. The lye solutions will be made especially for us by electro-chemical processes at Niagara Falls, employing for that purpose electric current generated by the Falls.

From the cars the oils and lye will flow into the great steel tanks, and by compressed air, at a pressure of 100 pounds to the square inch, they will be elevated to the storage tanks on eighth floor of new building "B," from whence they will be conveyed by gravity to the various Soap Kettles.

Two railroad tracks supported on heavy steel columns will enter the building. All manufacturing supplies will be lowered from the cars to the basement on elevators and carried on conveyors, through tunnels, to storage cellars in buildings "D" and "H."

Two tunnels underneath Larkin Street will connect the Train-shed with the factories. Each tunnel will be 50 feet long, 8 feet wide, and 6½ feet high.

It is by our exceptionally large purchases and the expense we save in handling them that we are enabled to give Larkin patrons the benefit of such remarkable values; they can be obtained only through large and economical transactions.



THE Prize Contest is over and next month the names and portraits of the fortunate prize winners will be printed.

I hope all the girls feel fully satisfied with their summer's occupation. If their rooms, or their homes, have been improved by Larkin Premiums I am sure there will be no regrets to mar the summer's efforts.

When I look over the array of bright faces printed in the Cozy-Corner since the Contest began, I cannot help exclaiming what a splendid lot of girls there were endeavoring to improve themselves and their surroundings!

Some one compared a useful girl to a costly gem. Her charms are increased when she reaches an age that she can do something to help others. When she feels an interest in the home and in the betterment of it and herself she is indeed a gem worth acquiring.

Perhaps this summer you have learned the joy there is in being useful girls—useful because you have earned for your homes Larkin Premiums that afford pleasure to all who see and use them.

The holidays are not far away. In a little while the gladdest time of all the year will come again—the gladdest time if you make it so. It is a beautiful custom—one of the best—the custom of giving appropriate presents to those we love.

Among those who surround you are some you wish to remember on Christmas morning. Perhaps you don't

know just how you are going to give to all of them. Did you ever think what lovely gifts there are among our Certificate Premiums? From our Premium List any five 1-Certificate Premiums may be selected with a \$10.00 order. Just look it over, girls, and see what useful and ornamental gifts it is your privilege to obtain. We'll send you our latest Premium List if you have none and will write for it.

It is none too early to prepare for the holidays. It is better to begin a month early than a day late. The effort it costs to earn the Premiums is little compared with the joy that will reward you in the happiness you give to others.

Make the coming one the very best Christmas you ever had, girls,—the best because you have given liberally from the fullness of your love.

Maud E. Purdy writes: "I am so delighted with the Premiums you send me I can hardly wait to get up another order. When I first wished to earn a Premium my papa said I never could do it—so many others were doing the same thing. The order I send with this is the third one in five months. I think I have done very well for a girl of eleven years; don't you?"



E. R. Broomall writes: "With this I send my sixth order for the Larkin Soaps. My daughter Bertha, who is fifteen years old, has done all the work, and she is now getting up the seventh order. If we

were not thoroughly pleased with your Soaps and Premiums, we should not continue sending orders for them."



Lizzie Hackett writes: "I am eleven years old and have sent you seven \$10.00 orders. I intend to sell lots more of your Soaps as I take great pleasure in doing so. Where I

sell once I have no trouble in selling the second time. I have earned an Oil Cook-stove, Couch, Reclining Chair, Autoharp and Violin. I am well pleased with the way you have treated me.

"I enjoy reading THE LARKIN IDEA, especially about what the young folks are doing."

Frances Mattes writes: "Mamma has sent you orders for over \$700.00 worth of Soaps. She has six Clubs-of-Ten, and has sent several individual



orders, besides. Your Premiums are so lovely Mamma is going to organize a few more Clubs. The picture shows her three girls, Frances, Hilda and Nora. We all help her deliver the Soaps."

#### THE FAIRY BOAT.

BY LOU BARTON.

Two fairy lovers,  
Hearts filled with dread,  
Planned to elope  
When forbidden to wed.

Both were at loss  
What steed to procure—  
Fleet as the wind,  
Yet steady and sure.

Giddy, bright Butterfly  
Seldom flew straight;  
Droning old Bumblebee  
Always was late.

Suddenly raising  
Her once drooping head:  
"There's Maid o' the Mist,  
And it floats, dear!" she said.

Quickly the lovers  
Fashioned a boat,  
Sailed far away  
On a cake of Mist soap.

Fast adown stream  
From parents they sped,  
Reached a safe haven,  
And quickly were wed.

Sunshiny home  
In bright fairy dell,  
Living in happiness—  
Sweet story to tell.

Always on washdays  
She hangs, in small rows,  
Cleansed white with Larkin's Soap,  
Cobwebby clothes.

#### A GOOD REASON.

BY ELLEN M. TAYLOR.

Now listen, my children,  
And you shall hear  
The reason of something  
That I think is queer.

You've all heard the story—  
'Twas told long ago—  
Of the lamb that loved Mary;  
It's fleece white as snow.

The truth of this legend  
Was long held in doubt,  
As lambs lose their whiteness  
In frisking about.

But that it is truthful,  
With reason, we hope;  
For the lamb was washed daily  
With White Woolen Soap.

# THE LARKIN CLUB-OF-TEN

WHAT A DOLLAR A MONTH WILL DO.

TO familiarize all Larkin customers with the Larkin Club-of-Ten Organizers' Contest we reprint the list of Prizes and Conditions from THE LARKIN IDEA for September.

The wide-spread popularity of the Larkin Club-of-Ten makes it easy for anyone to induce nine friends and neighbors to unite in the easy method of obtaining the Larkin Soaps and Premiums with a dollar a month.

From now until April 1st, activity should prevail among Larkin patrons. The Certificates earned by Club organizers are liberal rewards. The opportunity to earn a prize is additional inducement to engage in the profitable occupation of forming Clubs-of-Ten.

## THE LARKIN CLUB-OF-TEN ORGANIZERS' CONTEST.

The next Contest for Larkin customers will begin October 1st, 1903, and close April 1st, 1904.

A First Prize of \$20.00 will be awarded the person organizing the largest number of Larkin Clubs-of-Ten during the six months between October 1st and April 1st.

A Second Prize of \$10.00 will be awarded the person organizing the next largest number.

A Third Prize of \$5.00 will be awarded the person organizing the third largest number.

## CONDITIONS:

Each Club must contain at least ten members.

Clubs containing twenty members and ordering \$20.00 worth of Soaps monthly, will be counted as two.

Clubs may be organized at any time during the six months.

No awards will be made on Clubs

that have not sent one order prior to April 1st, 1904.

Each Club Organizer must send, when organized, the date of the Club's organization, and the name and address of each member. This list is to be addressed to the Editor of THE LARKIN IDEA and to contain nothing on any other subject.

Certificates will be issued for Contest orders that conform to our Premium-List rules.

Our Larkin Club-of-Ten Information Package, to assist in organizing Clubs, will be mailed free to all who write for it.

We desire Larkin Club-of-Ten members to acquaint themselves with the conditions which will prevail among the railroads between now and the holidays. On page 9 we present our Traffic Manager's forecast, which is based on a careful survey of the situation. There is no cause for alarm—only a little foresight is needed to prevent disappointment on Christmas morning.



Mrs. F. E. Bossard, of Toledo, wrote the paper considered fourth best in the Larkin Club-of-Ten Contest. It is an interesting paper, and we

believe the writer's courtesy in permitting it to be published will be appreciated by all who read it.

Mrs. A. Hermann says: "The photograph of our Club I send you is a disappointment to me, as only seventeen of our members were present when it was taken. There should be

twenty-five of them. We all like the Larkin Soaps and Premiums."

**WHY THE LARKIN CLUB-OF-TEN IS  
THE HOUSEWIFE'S FRIEND.**

BY MRS. F. E. BOSSARD.

Well! well! don't ask me such a question as that, for I can talk you almost crazy when it comes to Larkin Soap.

The other day I asked a friend to join my Larkin Club-of-Ten.

"Oh, no:" said she, "you can't get me into that; I know the Premiums are not good. The Company could not thrive and do as you claim they are doing."

"Have you ever tried any Larkin Soap?"

"No: I have refused everybody."

"Have you seen any of our Premiums?"

"I think not."

"Well, then you are judging too quickly; you are unfair. I will convince you if you will call at my house, and if you are not satisfied I will make you a present of a box of Modjeska Soap worth sixty cents. I say this because I know the Company will stand by me."

Monday morning my friend called. The first thing to meet her eyes was a Music Cabinet.

"Did you get that with Larkin Soaps?"

"Indeed I did; isn't it lovely?"

"Of course it is. Nobody could say it wasn't."

"Then here are my Rugs, two of which go with a \$10.00 order." Her eyes began to open.

"How can they give such beautiful Rugs as Premiums? The latest pattern, too. I paid \$5.00 for a Rug almost like that."

When she sat down in my Morris Chair I could hardly get her up. I have an aunt living in Fostoria who is an invalid and who can sit in no other chair but a Larkin Morris Chair.

"Who took all these beautiful pictures of your baby?"

"Why my husband did with our Chautauqua Camera that we got through our Club-of-Ten. This picture of my little nephew



washing our baby took first prize of \$5.00 in the Prize Photograph Contest of the *Every*

*Month* magazine; and this one, second prize in the Prize Photograph Contest of THE LARKIN IDEA. That isn't all, either; he earns quite a good deal of extra money taking



pictures for others.

"Just step here and see my Chautauqua Desk and my husband's beautiful



A LARKIN CLUB-OF-TWENTY-FIVE.  
MRS. A. HERMANN, SEC'Y.

Watch, which I got three years ago.

"In this cupboard is over \$30.00 worth of Larkin Soaps and Toilet Preparations, which I keep on hand for my customers. My grandmother, who is eighty-four years old, sent over the other day for a bottle of Derma-Balm. The next time I saw her I said, 'Why, Grandma, what did you want with that Derma-Balm? That is for the complexion, ha! ha!'"

"Oh, well, that isn't what I use it for. I have tried everything on my corns and that is the only thing that helps them."

"In the bedroom is a White Enamelled Bed that goes with a \$10.00 order; then here are my Dining Chairs; in the kitchen I have sixteen pieces of granite-ware, all given with \$10.00 worth of Larkin Soaps, and last, but not least, is my Kitchen Cabinet with two long drawers for knives and forks, a large drawer that holds twenty-five pounds of sugar, another for kitchen utensils, a large flour bin that will hold fifty pounds, a lovely moulding board and large cupboard. Now, what do you think of that? Then the top is my kitchen table."

"Well, I tell you what I think. I am going to join your Larkin Club-of-Ten and get a Kitchen Cabinet just like yours."

Now who says the Larkin Club-of-Ten is not the Housewife's Friend?

I do all my house-work, made easier by my Larkin Premiums, besides carrying on my seven Larkin Clubs-of-Ten.

Mrs. S. Choate writes: "For some time I have been receiving THE LARKIN IDEA. After I have read it I pass it to friends, for I want others to be benefited by the good ideas it contains. It is



truly helpful to Club-of-Ten organizers. I have had three Clubs and am conducting two, now. We thank you for the satisfaction you have given us."



Mrs. Maud Brown writes: "Enclosed find my photograph and one of my husband, who helps me in delivering my Soaps. He thinks Witch Hazel Shaving

Soap is the best he ever used. I have one Larkin Club-of-Ten and nearly enough members for the second one. We held a picnic July 22, it being my birth anniversary. The Club presented me with a lovely Salad Dish. They are all well pleased with their Soaps and Premiums. I have named my Club the Chautauqua Club."



## The Larkin Church = Aid Dept.

ASSISTS ALL

### CHURCH SOCIETIES TO RAISE FUNDS.

Highly commended as an easy and profitable way to

### PAY OFF DEBT.

This plan, wherever employed, receives the hearty co-operation of all church-members.

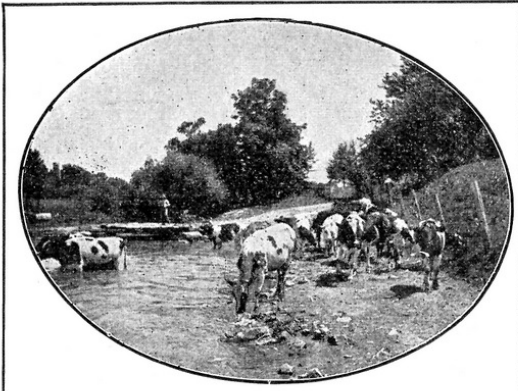
Full particulars gladly mailed on request.

**Larkin Soap Co.**

Church-Aid Dept.

BUFFALO, N. Y.





"A DRAUGHT OF COOL, REFRESHMENT."  
AWARDED FIRST PRIZE OF \$2.00 FOR GENRE SUBJECTS IN  
AUGUST CONTEST.  
TAKEN WITH OUR CHAUTAUQUA CAMERA BY PERRY D.  
GRAFFIN, ALLENTOWN, PA.

#### PROFIT IN THE CAMERA.

The monthly Prize Photograph Contest, which is open to all Larkin customers owning our Chautauqua and Gundlach Cameras, continues to interest those who wish to make their Cameras profitable. Each month four prizes are awarded, two of \$2.00 each and two of \$1.00 each.

Several owners of our Cameras have received the cost of the Camera in the prizes awarded and sufficient money besides to pay for nearly all the photographic material they use.

Our Cameras may be made profitable if one desires to make them so. Mrs. Bossard, in her Club-of-Ten paper printed on page 13, relates her husband's experience with a Chautauqua Camera. It is an experience common to many.

The Prize Contests close the 15th of each month. Send us those photographs that represent

what you consider your best work. To compete for a prize costs nothing but the postage; you may succeed in winning \$2.00.

Photographs are divided into two classes, Landscape and Genre. Genre subjects are those that portray living objects as their principal feature.

#### BELIEVES IN RIGHT BEGINNING.

Mrs. Temple, of Somerville, Mass., believes that a knowledge of the benefits to be derived from being a Larkin customer should be instilled in infancy. Her daughter Gertrude is fifteen months old, yet she is a member of Mrs. W. A. Young's Larkin Club-of-Ten. Unquestionably Gertrude holds the world's record as the youngest Larkin patron. When her turn to choose a Premium came she appropriately selected a Security Brass-trimmed Crib. May the refreshing slumber she enjoys in it help her to grow to a fair and useful woman.



"A WILLOWY BROOK THAT TURNS A MILL."  
AWARDED FIRST PRIZE OF \$2.00 FOR LANDSCAPES IN  
AUGUST CONTEST.  
TAKEN WITH OUR CHAUTAUQUA CAMERA BY WALTER  
A. PHELPS, WAKEFIELD, MASS.

**A TIP TO LIPTON.**

Sir Thomas, take a friend's advice,  
 And, ere you try again  
 To lift the cup you covet so,  
 Give orders that your men  
 Apply, to lubricate your boat,  
 From keel to topmast rope  
 That best of things to make it go—  
 Our Maid o' the Mist Soap.

**REMOVAL NOTICE.**

After October 1st, we shall be glad to see our Brooklyn patrons at 49 Barclay Street, New York, where we carry a stock of the Larkin Soaps and Premiums and make deliveries.

**LARKIN SOAP CO.**

The above notice is displayed in the windows of our Brooklyn Showroom. We trust the cordial invitation extended to our esteemed Brooklyn patrons will be accepted, and that they will avail themselves of the privileges that our large New York Showroom affords.

**A HELP TO CHURCHES.**

The benefits which Church Societies derive from the Larkin Church Aid Department are so easily obtained and the method is so satisfactory to the members, that the plan should be investigated by all whose duty it is to gather funds for church uses.

Its commendable feature is that no burden is imposed on anyone. All the members of the church and congregation use Soaps or Toilet Preparations; the buying of them is done through the committee in charge of receiving orders instead of through the store. When once organized the plan provides the church with a continuous income, while for every dollar paid the investor is getting full value in the best of Soaps and Toilet Preparations.

Special literature in regard to it mailed free on request.



Ella Kershaw says: "I think the THE LARKIN IDEA is a splendid little book that should be named The Bright Idea, as it is full of bright, witty and original reading."

Mrs. Ward D. Luce, Mass., writes: "I have tried Mrs. Mabel A. Rose's receipt for coloring with Boraxine wrappers and it works like a charm. It colors a lovely shade, is lasting and does not fade by washing. I am sorry I have thrown away so many wrappers."

"I wonder if the people who use White Woolen Soap know all its good qualities: it is not only good for washing woolens, but is one of the best soaps for laces and ribbons. A little of it

shaved fine in boiled starch adds much to the gloss of a garment, almost making one think it came from the steam laundry. The wrappers of this Soap are good for polishing flats. Where can we find another firm whose soaps can be used, wrappers and all, to such good advantage?

"I have used nearly every kind of your Soaps and Toilet Preparations; am well pleased with them all. I have sent five \$10.00 orders within a year and half. All the Premiums are lovely and just as represented. I shall continue to take orders for your Soaps and shall choose a Chautauqua Camera next time, as I want to enter the Prize Photograph Contest. I thank you for all favors."



Mrs. Mary Zettlemoyer writes: "I send you \$20.00 for two orders. I have selected for Premium 1847 Rogers Silverware Set No. 6, and the famous Chautauqua Desk. I do not understand how you give such valuable Premiums. I only spent three-quarters of a day in getting these two orders—surely the Premiums are a liberal reward for so little labor."

Mrs. H. W. Howarth, Mass., writes: "I first discovered that Modjeska Cold Cream is a great hair restorer by rubbing it on my little girl's head where the hair was thin and scanty. I soon noticed that the hair began to come in very fine and thick; so I began using it on my own and my hair is greatly improved. I first shampoo the head; then, after the hair is thoroughly dry, take the Cold Cream on the tips of my fingers and rub briskly over the scalp. Be sure and rub it in well, and the hair will not be greasy but the Cream will impart a fine gloss. Twice a month is often enough to apply the Cold Cream. If any one has thin, scanty hair, just let her try it and see if within a month she does not find a decided change for the better. It has proved of such benefit to me that I cannot recommend it too highly."

Mrs. Isaac Sterns, Vt., writes: "For about ten years I bought your Soaps, regularly, about three boxes in two years. Three years ago I began sending my washing to the laundry and not having to furnish soap I did not need much, so I bought a few bars at a time from different ones who were selling it.

"A year ago, my husband, in buying a quantity of toilet soaps, had a

full box of one of the best (so considered) laundry soaps given him; very naturally I have used it. All winter I have had sore hands, more especially sore fingers. I remarked to a friend one day that I wished I had some of the Larkin Soaps for I believed it was the soap I was using that made my fingers sore. She said she had some and I could have a few bars; the result was that after two or three weeks' use of the Larkin Soap, in place of the other, my fingers were nearly well.

"Of the next person who called on me selling Larkin Soaps I ordered a half-dozen bars. I hope to be able to buy a box for my own use within a short time. I have always spoken a good word for your Soaps whenever an opportunity occurred, and I shall continue to do so."



Mrs. W. H. Ells writes: "I think your Soaps and Premiums are unsurpassed. The Toilet Preparations are always the best and one is pleasantly surprised when the Premiums arrive as they are always much finer than the illustrations represent them. I have been a customer for three years, have several of your fine Premiums, and mean to have many more. My husband and little



daughter, whose photographs I send, are also enthusiastic friends of the Larkin Soap Co."

Mrs. J. A. Lawrence, Me., writes: "I heard an expressman say there wasn't anything came onto Deer Island but Larkin's Soap."

# NO MORE DELAYED ORDERS FOR COMBINED BOOK-CASE AND WRITING-DESK

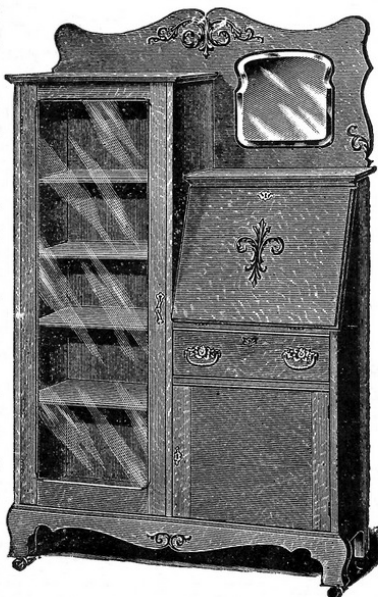
**T**HREE factories are making our Combined Book-case and Writing-desk—one in the West to save Western customers freight. We can now fill all cash orders for this popular Premium the day after order is received.

During the first year's offering of this Premium, ten thousand were sold and, with only one factory making it, we were constantly four to six weeks behind our orders.

Free for eleven Certificates; or Combined Book-case and Writing-desk with \$10.00 worth of the Larkin Soaps, for \$16.00; or with \$22.00 worth, for \$22.00.

A Book-case combining a roomy section for books, a large Writing-desk, a drawer 5 in. deep x 18 in. wide, and a cupboard, 15 x 18 in., 12½ in. deep.

The Case preserves a unity of design lacking in most Cases of this kind, is made of Quartered Oak and has a beautiful hand-rubbed Golden Oak finish hand carvings and solid cast Brass trimmings. The shaped beveled mirror over Writing-desk is 12 x 12 in., and lid is 15½ x 18½ in. The glass door of the Book-case section is 18 x 49 in. Case is 62 in. high; 36 in. wide; 13 in. deep. Has four adjustable shelves, 12½ in. deep. Locks to Book-case, desk, drawer and cupboard. Castered.



LARKIN STREET,

**Larkin Soap Co.**  
ESTABLISHED, 1875.

BUFFALO, N. Y.

Posted on: June 3, 2018

Edited by: Brian D. Szafranski, Elma NY USA

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